

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 (ISO) W

----- 003978

R 081703Z APR 74

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 9427

AMEMBASSY BONN

UNCLAS SECTION 01 OF 02 LONDON 04420

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: MARKET RESEARCH -TIR - FOOD PROCESSING AND
PACKAGING EQUIPMENT (FPP)

REF: DEPT'S A-1665, FEBRUARY 28, 1974

1) FOUR OUT OF EIGHT FIRMS INVITED TO BID ON SUBJECT
STUDY DID SO. ALL BIDS AIRMAILED OIM ON APRIL 3. BIDS
ARE:

A) KENNETH MITCHELL ASSTS.:

	POUNDS	DOLLARS	INTERVIEWS
WEST GERMANY	9750	23400	N/A
ITALY	4950	11880	N/A
	POUNDS	DOLLARS	INTERVIEWS
NETHERLANDS	5250	12600	N/A
SWEDEN	3560	8544	N/A
U.K.	6000	14400	N/A

THIS FIRM DID ONE PREVIOUS OIM MARKET RESEARCH STUDY,
(PUMPS, VALVES AND COMPRESSORS - UK) IN JULY 1973,
WHICH WAS RATED VERY GOOD. FIRM WAS ADVISED ITS
"REALISTIC" BIDS WERE WELL ABOVE ACCEPTABLE OIM RANGE
BUT IT DECIDED TO SUBMIT THEM.

B) PETER WARD (INTERPLAN) ASSOCIATES:

	POUNDS	DOLLARS	INTERVIEWS
U.K.	4400	10370	30
W. GERMANY	6000	14130	35

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ITALY	5500	12950	25
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NETHERLANDS	3950	9300	15
SPAIN	4000	9420	15
SWEDEN	3950	9300	15
IRAN	3500	8240	10
ISRAEL	3500	8240	10
CANADA	6000	14130	25
	POUNDS	DOLLARS	INTERVIEWS
BRAZIL	3750	8830	15
MEXICO	3750	8830	15
VENEZUALA	3450	8120	10
AUSTRALIA	4000	9420	15
JAPAN	6500	15300	30
PHILIPPINES	4750	11190	10

THIS FIRM, FAVORABLY KNOWN TO OIM FOR ITS PAST STUDIES, HAS A VARIED AND EXTENSIVE BACKGROUND IN SEVERAL FACETS OF THE FPP SECTOR. ALTHOUGH IT HAS BID ON 15 COUNTRIES, ITS OPTIMUM SELECTION WOULD BE THE UK PLUS 4 OTHER COUNTRIES. INTERPLAN RECOGNIZES ABOVE BIDS ARE WELL ABOVE ITS PREVIOUS BIDS BUT CLAIMS THAT ITS COSTS ON VIRTUALLY ALL PREVIOUSLY COMMISSIONED OIM RESEARCH FAR EXCEEDED CONTRACTED PRICES. INTERPLAN LETTER EXPLAINING THIS SENT OIM-GLICK ON APRIL 3. FIRM HAS BEEN ASKED TO SUBMIT LETTER WITHIN 3 OR 4 DAYS AIMED AT REDUCING ABOVE PRICES BY 40 PERCENT AGAINST REVISED SPECIFICATION SUGGESTED BY INTERPLAN.

C) TOWERS, PERRIN, FORSTER & CROSBY (TPFC)

OPTION A	POUNDS	DOLLARS	INTERVIEWS
BRAZIL	2500	6000	35
CANADA	2500	6000	35
MEXICO	2500	6000	35
VENEZUALA	2291	5500	25

OPTION B

U.K.	2500	6000	35
WEST GERMANY	2500	6000	35
ITALY	2500	6000	35
NETHERLANDS	2500	6000	35
SPAIN	2291	5500	25
SWEDEN	2291	5500	25

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IF TWO OR MORE STUDIES PER OPTION GROUP ARE COMMISSIONED, PRICE PER COUNTRY WILL BE REDUCED BY 1000 DOLLARS. OPTION A WOULD BE DIRECTED BY MR. F A OSIRO AT TPFC OFFICES, THREE PENN CENTER, PHILADELPHIA, PENN. 19102. OPTION B BY TPFC OFFICES IN LONDON.

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INFO SECSTATE WASHDC 9428

AMEMBASSY BONN

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TPFC (AS COLONEY, CANNON MAIN AND PURSELL) HAS UNSUCCESSFULLY BID FOR SEVERAL PREVIOUS OIM RESEARCH STUDIES. ITS BACKGROUND IN FPP SECTOR IS NOT EXTENSIVE.

D) ACUMEN MARKETING GROUP

	POUNDS	DOLLARS	INTERVIEWS
U.K.	2180	5232	35

THIS FIRM, AN UNSUCCESSFUL BIDDER ON PREVIOUS OIM RESEARCH, HAS CONDUCTED A NUMBER OF CONSUMER ORIENTED SURVEYS FOR UK FOOD INDUSTRY CLIENTS.

2) WE ARE ALSO AWARE THAT COOPERS AND LYBRAND (TENDER DOCUMENTS SUBMITTED HERE BUT BIDS BEING PROCESSED THROUGH EMBASSY BONN) BID AS FOLLOWS:

	LOCAL CURRENCY	DOLLARS	INTERVIEWS
U.K.	2450 (P)	5800	35-44
W. GERMANY	14800 (DM)	5800	35-44
FRANCE	27600 (F.FR)	5800	35-44
SWEDEN	14950 (KR)	3400	24-30
SPAIN	236,000 (PES)	4000	24-30

BIDS ARE IN ORDER OF COUNTRY PREFERENCE, AND DISCOUNTS OF ONE-AND-QUARTER PERCENT, TWO-AND-HALF PERCENT AND THREE-AND-THREE QUARTERS PERCENT ARE RESPECTIVELY OFFERED FOR TWO STUDIES, THREE OR FOUR STUDIES, OR FIVE STUDIES. NO PREVIOUS EXPERIENCE IN FPP SECTOR BUT

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FIRM HAS DONE A NUMBER OF MAJOR INDUSTRIAL SURVEYS
THROUGHOUT EUROPE.

3) COMMENT: ON BASIS OF FPP BACKGROUND AND DEMONSTRATED
QUALITY IN DOING OIM RESEARCH, WE WOULD RECOMMEND
INTERPLAN. HOWEVER, IF ITS BIDS CANNOT BE NEGOTIATED
DOWNWARD AGAINST REVISED SPECIFICATIONS ACCEPTABLE TO
OIM, OUR SECOND CHOICE WOULD BE GIVING TPFC AND
COOPERS AND LYBRAND TWO AND THREE COUNTRIES RESPECTIVELY.
BOTH FIRMS APPEAR COMPETENT AND ARE ANXIOUS TO DEVELOP
A WORKING RELATIONSHIP WITH OIM.

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